



WDAF-TV

REVISION
ORDER

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Flight Dates 10/02/12-10/08/12

Contract / Revision 580380 /

Original Date / Revision
10/03/12 10/03/12

Advertiser Nixon, Jay/D/MO/Governor

Agency Campaign Group

Buying Contact

1600 Locust Street
Philadelphia, PA 19103Product
NIXON 4 GOV

Agency Com 15%

Billing Contact
1600 Locust Street
Philadelphia, PA 19103

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:25:00

Estimate #
Alt Order # 09834711

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes SP-POL PLC GEN

Product Codes PL1Eb

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 22% Market Value 201250

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	34%	68425
KCWE	%	0
KMBC	28%	56350
KMCI	%	0
KPXE	%	0
KSHB	16%	32200
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	72	\$37,633.75	\$44,275.00	0.00	10/01/12	10/08/12	72	\$37,633.75	\$44,275.00
Totals	72	\$37,633.75	\$44,275.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/06/12	10/06/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$300.00		0.00						
2	4	10/07/12	10/07/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$300.00	3	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$300.00		0.00						
3	4	10/02/12	10/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--WTF--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	5		\$600.00		0.00						



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Contract / Revision 580380 Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:25:00

Advertiser Nixon, Jay/D/MO/Governor Product NIXON 4 GOV

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	4	10/02/12	10/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--WTF--	:30	8	\$525.00	2	0.00	NM	8	\$4,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					8	\$525.00		0.00			
5	4	10/08/12	10/08/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	2	\$525.00	2	0.00	NM	2	\$1,050.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					2	\$525.00		0.00			
6	4	10/02/12	10/05/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	--WTF--	:30	6	\$600.00	2	0.00	NM	6	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					6	\$600.00		0.00			
E 7	4	10/07/12	10/07/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$250.00	2	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Rtg</u>	<u>Type</u>		
1	4	10/01/12-10/07/12		Su 5-6p	5-6p		-----Su	:30	(\$250.00)			0.00	NM		
Credited															
8	4	10/02/12	10/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	--WTF--	:30	5	\$1,200.00	2	0.00	NM	5	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					5	\$1,200.00		0.00			
9	4	10/02/12	10/06/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--WTF--	:30	4	\$1,200.00	2	0.00	NM	4	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					4	\$1,200.00		0.00			
10	4	10/08/12	10/08/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,200.00		0.00			
11	4	10/06/12	10/06/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$800.00		0.00			
12	4	10/02/12	10/05/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--WTF--	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					4	\$300.00		0.00			
13	4	10/08/12	10/08/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$300.00		0.00			

Contract / Revision 580380 Flight Dates 10/02/12-10/08/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
14	4	10/03/12	10/03/12	X Factor Wednesday FOX X Factor	CM-All	7-9p	--W----	:30	1	\$2,600.00	2	0.00	NM	1	\$2,600.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$2,600.00		0.00			
15	4	10/02/12	10/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--WTF--	:30	5	\$300.00	2	0.00	NM	5	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					5	\$300.00		0.00			
16	4	10/02/12	10/05/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	--WTF--	:30	5	\$150.00	2	0.00	NM	5	\$750.00
JUDGE J BROWN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					5	\$150.00		0.00			
17	4	10/02/12	10/05/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--WTF--	:30	5	\$375.00	2	0.00	NM	5	\$1,875.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					5	\$375.00		0.00			
18	4	10/02/12	10/05/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	--WTF--	:30	4	\$250.00	2	0.00	NM	4	\$1,000.00
TMZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$250.00		0.00			
E 19	4	10/08/12	10/08/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	M-----	:30	2	\$250.00	2	0.00	NM	2	\$500.00
TMZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					2	\$250.00		0.00			
20	4	10/02/12	10/05/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--WTF--	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					4	\$300.00		0.00			
21	4	10/08/12	10/08/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$300.00		0.00			
22	4	10/02/12	10/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--WTF--	:30	4	\$1,000.00	2	0.00	NM	4	\$4,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					4	\$1,000.00		0.00			
23	4	10/08/12	10/08/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,000.00		0.00			
24	4	10/04/12	10/04/12	Thursday Prime B FOX Prime Thursday 8-9p	CM-All	8p-9p	---T---	:30	1	\$2,800.00	2	0.00	NM	1	\$2,800.00
GLEE															



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Contract / Revision **580380** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:25:00

Advertiser **Nixon, Jay/D/MO/Governor** Product **NIXON 4 GOV**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
24	4	10/04/12	10/04/12	Thursday Prime B	CM-All	8p-9p	---T---	:30	1	\$2,800.00	2	0.00	NM	1	\$2,800.00	
FOX Prime Thursday 8-9p																
GLEE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 10/01/12		10/01/12	10/07/12	---T---	1		\$2,800.00		0.00							
														Totals	72	\$44,275.00